

Message Text

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53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W

----- 113488

R 151531Z OCT 75

FM AMEMBASSY BONN

TO SECSTATE WASHDC 3619

INFO USDOC WASHDC

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 16868

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FY 76 CCP - FIRST QUARTER PROGRESS REPORT

REF: A) STATE 280182, B) BONN 11163, C) STATE 206123

1. ALL CAMPAIGN ACTIVITIES/OBJECTIVES SUBSTANTIALLY
ON TARGET EXCEPT:

CAMPAIGN 1.1: RESULTS FOR SEPTEMBER SHOW ON ELECTRONIC
COMPONENTS FAILED TO MEET TARGETS OF 800 VISITORS
(VS. ACTUAL: 592) AND 10 AGENCY AGREEMENTS SIGNED
(VS. ACTUAL: 3), BUT WE FEEL THESE SHORTFALLS MORE THAN
COUNTERBALANCED BY EXCELLENT SALES RESULTS OF \$11.9
MILLION (VS. TARGET: \$5 MILLION).

CAMPAIGN L.2: ADDRESSEES SHOULD NOTE CORRECTION ON
ACTION NO. 4, KPC'S. TARGET OF 125 KPC'S SHOULD BE
LISTED FOR 2ND QUARTER INSTEAD OF 1ST QUARTER.

CAMPAIGN L.4: THANKS PARTIALLY TO POST INITIATIVES
BY FRANKFURT (3 BSP'S), BERLIN (BIO AND EXHIBITOR
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ASSISTANCE AT BERLIN OVERSEAS IMPORT FAIR) AND

DUESSELDORF (BIO AND EXHIBITOR ASSISTANCE AT SPOGA), NEARLY ALL TARGETS WERE GREATLY EXCEEDED. E.G., 169 TO'S (VS. TARGET: 10), \$1.7 MILLION INCREMENTAL SALES (VS. TARGET \$1.0 MILLION), 2100 BUSINESS VISITORS (VS. TARGET: 100), AND 400 SALES LEADS (VS. TARGET: 40).

CAMPAIGN 2.2: A TOTAL OF 47 REVERSE INVESTMENT/ LICENSING/JOINT VENTURE OPPORTUNITIES WERE REPORTED (VS. TARGET: 10). EVERY SIGN WE READ SUGGESTS THAT THE ECONOMIC RECESSION HAS HEIGHTENED RATHER THAN DAMPENED PROPENSITY TO CONSIDER INVESTMENT IN THE UNITED STATES.

2. TWO GOAL CRITERIA COMMON TO ALL CAMPAIGNS CAN BE MORE CONCISELY TREATED IN GENERAL TERMS RATHER THAN REPORTING CAMPAIGN BY CAMPAIGN: (A) FOR ALL CAMPAIGNS, ONLY 3 BSP'S WERE RECRUITED AND STAGED (VS. TARGET: 7). WE NOW FEEL THE TARGET WAS UNREALISTIC INASMUCH AS ALL EXHIBITION ACTIVITY GRINDS TO A HALT IN GERMANY DURING THE JULY/AUGUST VACATION PERIOD. WE EXPECT TO MAKE UP THE LOST GROUND IN THE LAST 4 QUARTERS OF THE FY; 9 BSP'S IN CAMPAIGN AREAS ARE ALREADY FIRM FOR THE 2ND QUARTER.

(B) TO PRODUCTION EXCEEDED TARGETS IN EACH INDIVIDUAL PRODUCT CAMPAIGN AND IN NON-CAMPAIGN FIELDS - IN MANY CASES BY GEOMETRIC FACTORS. TOTAL CAMPAIGN TO PRODUCTION WAS 306 (VS. TARGET: 59); EXCLUDING THE RATHER SPECIAL CASE OF CONSUMER GOODS (CAMPAIGN L.4), THE RESULTS WERE 137 TO'S (VS. TARGET: 49). IN NON-CAMPAIGN AREAS, A TOTAL OF 269 TO'S WERE SUBMITTED (VS. TARGET: 110). GRAND TOTAL: 575 TO'S SUBMITTED (VS. TARGET: 169). THE COMMERCIAL STAFFS AT THE POSTS MERIT SPECIAL COMMENDATION FOR THIS PHENOMENAL OUTPUT, WHICH EXCEEDS TO PRODUCTION FOR THE ENTIRE FY 74. HOWEVER, THE EMBASSY BELIEVES THAT THE IMPORTANCE OF NUMERICAL GOALS HAS BEEN OVEREMPHASIZED AND PROPOSES TO BEGIN PREACHING QUALITY INSTEAD OF QUANTITY WITH RESPECT TO TO'S. APPARENTLY THE WAG HAS COME TO SAME CONCLUSION (REF (C), UNCLASSIFIED

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PARA 3). WE WOULD APPRECIATE ANY GUIDANCE THE WAG MAY WISH TO OFFER ON ESTABLISHING "QUALITY CRITERIA" TO REDIRECT AND FURTHER IMPROVE THE TO PROGRAM FOR GERMANY.

3. OTHER NON-CAMPAIGN ACTIVITIES: ALL QUANTIFIABLE ACTIVITIES ON TARGET EXCEPT FOR FTI ENTRIES, WHICH CAME TO A TOTAL OF 341 (VS. TARGET: 626). THIS PROJECT

WILL BE GIVEN ADDED EMPHASIS IN COMING MONTHS IN ORDER
TO REACH TARGET BY END OF FY 76.

4. OTHER PROJECTS: REVAMP "USA-HANDEL" - WITH THE

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UNCLAS SECTION 02 OF 02 BONN 16868

ASSISTANCE OF USIS, THE OCTOBER ISSUE FEATURES A NEW
COVER AND CONSIDERABLY REVISED INTERNAL FORMAT. WE
FEEL THAT THIS MODERNIZED VERSION REPRESENTS A DEFINITE
IMPROVEMENT IN THIS BASIC, IMPORTANT CCP TOOL.

5. DEFERRED PROJECT: WE WERE GRATIFIED BY WAG
APPROVAL AND USDOC FUNDING OF A BIO FOR THE HANNOVER
FAIR, APRIL 28 TO MAY 6 1976. THE EMBASSY HAS
CONDUCTED A MAIL AND CALL CAMPAIGN TO RECRUIT A
REPRESENTATIVE AND COMPETENT GROUP OF SIX STATE
DEVELOPMENT OFFICES AS -CO-EXHIBITORS". COMMITMENTS
HAVE BEEN RECEIVED FROM: ILLINOIS, PENNSYLVANIA,
MICHIGAN, NEW YORK/NEW JERSEY PORT AUTHORITY, WISCONSIN,
AND OHIO. THE SPACE CONTRACT HAS BEEN EXECUTED.

6. AS A SPECIAL PROJECT WITHIN THE SPIRITUAL CONFINES
OF THE CCP, AN EXHAUSTIVE INVENTORY OF CERP ALERT
REPORTS HAS BEEN MADE FOR THE NINE-MONTH PERIOD
JANUARY TO SEPTEMBER 1975. EXCLUDING BONN AND BERLIN
(WHERE THE DEFINITION OF CERP ALERT TENDS TO BLUR),
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65 BONA FIDE CERP ALERT REPORTS WERE SUBMITTED, OR
AN AVERAGE OF ABOUT 7 PER MONTH.

7. THE FRG COMMERCIAL ACTION GROUP (CAG) WILL HOLD
ITS QUARTERLY MEETING IN CONJUNCTION WITH THE GERMANY-
WIDE COMMERCIAL OFFICERS' CONFERENCE IN BERLIN,
OCTOBER 21 AND 22. THE RESULTS OF THE CAG DELIBERATIONS
WILL BE REPORTED BY SEPTEL.
HILLENBRAND

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